

 Speaker 1 - 00:04


Recording has started.

 Speaker 2 - 00:05


Okay. Good afternoon, everyone. I am. We'll call the meeting to order. You can go ahead and do roll call, please, while I find my agenda.

 Speaker 1 - 00:19


Chair done here. Member breakers here. All right. And we're virtual, so we won't be voting on anything today because you cannot have a virtual quorum.

 Speaker 2 - 00:33


Okay, fantastic. Bear with me one moment, please, while I find the agenda in my email. Actually, would you mind just resending it to me so that it's at the top of my. Okay, here it is.

 Speaker 3 - 01:08

All right.

 Speaker 2 - 01:09

Pledge of Allegiance. I pledge the allegiance to the flag of the United States of America and to the Republic. Republic for which it stands, one nation under God, indivisible. Indivisible with liberty.

 Speaker 4 - 01:28

Liberty and justice for all.



Speaker 5 - 01:30

Justice for all.



Speaker 2 - 01:32

Any comments from the public? Two minutes, please.



Speaker 1 - 01:35

If you have any comments, there's a. Raise your hand. There's a hand at the top. Can you put your hand up? And then I'll ask you to unmute yourself. If you have public comment, raise your hand. We'll see it in the top bar.



Speaker 2 - 02:00

All right, Going once, going twice. Close to public comments. All right, so moving on to put waste in its place campaign update.




Speaker 3 - 02:10

Thank you, Chair Dawn Laurie. Ernest Jones. I'm the principal of Conceptual Communications. I have Haley Nicoletto with me today, my colleague, and we'll be presenting on items four and five together. It's an update on the work that's been done since we've last met and also the reporting for this quarter which runs January through April 2026. I'm going to share my screen for a brief presentation. Can you all hear me okay?




Speaker 2 - 02:40


Yes.

 Speaker 3 - 02:41


Okay, great. Can you all see this? Okay, awesome. So we are in the midst of a put waste in its place campaign to promote reducing contamination, getting everyone recycling correctly, wasting less, and in general, just being on board with the work the authority is doing. So if you remember, we've talked a lot in the past about running campaigns that are target audience focused instead of blanket messaging. So this is just the budget that we're working against right now, which totals out at 172. This is a hard cost for the advertising that we're doing and how it cuts up based on those audiences. So where we are today, you're going to start seeing a lot of Solid Waste Authority stuff all over Broward County. In short. So we have digital billboards up and I'm going to.

 Speaker 3 - 04:00


I have a slide on that in just a minute. Of the 30 locations that they're going to run between, we have bus benches going up along the 441 corridors and hard to reach populations that were identified by zip codes. We have ads going in magazines, we have newspapers. We have a mobile truck being driven around through the college campuses, predominantly in Davie. We have different language creole, Spanish and English radio station ads. We have streaming tv. We're at numerous community events with Elisa and our great volunteers doing that work. I have a wonderful update to share with getting into the libraries across the county. And we've had a really successful video shoot in the last couple weeks at the end of March with waste management at the new recycling facility. And that's for our trust campaign, which I'll get into.

 Speaker 3 - 04:58


So in case you miss it, I'm going to play a short clip from inside South Florida. This was a segment we did with Orion, so hold and just give me a thumbs up if you hear the volume on it.

 Speaker 6 - 05:18


You know, went to the city of Sunrise and now we have the mayor here in studio, Mayor Mike Ryan. He's also the chair of Solid Waste Authority of Broward County. And we're talking about trash today.

 Speaker 7 - 05:29


Talking trash.

 Speaker 6 - 05:30


Talking trash today. So my first question is, are we facing a waste crisis in Broward?

 Speaker 7 - 05:36


We really are. You know, in Broward county, we generate about 5 million tons of trash every year. That's about £20,000 every minute. That's. That's the size of a car every minute here. And we're running out of landfill capacity. We can't burn our way out of it. And if we don't do anything, we're going to really be faced with extraordinary costs and environmental problems.

 Speaker 6 - 05:59


Okay, if we don't do anything, so what exactly is the solution to this?

 Speaker 7 - 06:03


So 28 cities have gotten together, along with the county, to try to generate what's called the Solid Waste Authority of Broward County. Our goal is to get all the cities together finally and to take on recycling and diversion. The real issue for all of us is we have to change behavior. We need to work towards reduction, reuse, and recycling.

 Speaker 3 - 06:23


Very interesting.

 Speaker 6 - 06:24


Okay, so next question for you. So how do we stop so much of our waste from reaching the landfill? I know you said recycling, but are there other options?

 Speaker 7 - 06:33


Yeah, we really have to change our behavior.

 Speaker 6 - 06:35


Right.

 Speaker 7 - 06:35


Even as consumers. Right. What we buy off the shelf, is it going to be something that can be recycled or reused? We have to change our behavior in the house. If, if there's materials that can be reused, whether it's clothing or furniture, we can't just be throwing that out. And then lastly, we really have to work on recycling, we need to get together cities, really synchronize the message and the behavior so that we're all recycling in the best way. When you look at somewhere like city furniture or the Florida Panthers who've taken on recycling have shown that not only is it good for the environment, they're making money off. It's good economics. So we really have to do this because we just don't have the capacity anymore to keep landfilling.

 Speaker 6 - 07:15


You know, Mayor, you said one word that is sticking with me.

 Speaker 3 - 07:18

We.

 Speaker 6 - 07:19

It's a team effort whether you're a resident or if you are a business. So how can we get involved in this?

 Speaker 7 - 07:25

Yeah, that's a great point. Because it really is an all hands on deck. Right. So between Broward recycles.org and Broward swa.org, you can take a commitment to say, I'm all behind this. I want to make a difference. I want to

divert from landfill. I don't want to burn our way out of this. I want to work together to make sure we are changing our behavior. And if we do that together, there is a solution and we can fix this problem.



Speaker 3 - 07:49

Absolutely.



Speaker 6 - 07:50

I mean, we live in a beautiful state. Let's keep it beautiful.



Speaker 7 - 07:53

Yeah. And, you know, we attract so many tourists from all over the world, and we need to make sure that we're making it easy on them as well to participate. Fortunately, we have a lot of huge businesses here that get it right. The hospitality industry understands this. Cruise industry understands this. The Florida Panthers understand this, understands. Now we have to understand it in our own homes.



Speaker 6 - 08:13

Get us all on board.



Speaker 4 - 08:14

All on board.



Speaker 6 - 08:15

Well, thank you so much for this information. And of course, go to our website. We'll have more information how you can get involved. Mayor, thank you so much for coming.



Speaker 7 - 08:21

Thank you for spreading the message.



Speaker 2 - 08:24

That was a good. That was a good segment.



Speaker 3 - 08:27

Thank you so much. So we prep that with May Orion with inside South Florida. That was actually the last paid opportunity that they were doing in that format. Just as an FYI, they changed their format going forward. So we got in right under the wire. But these are all of the assets that have launched thus far. So we are, you know, the train has certainly left the station. What we have coming next, we have the bus benches going up and we took those billboards and we turned them into something where the pledge and I'll get into the pledge in just a minute, but people can sign the pledge right from the bench. It has the broward recycles.org in there. We have our Creole In Spanish radio coming up next.



Speaker 3 - 09:18

And then we're working through our legacy Miami media partner for we have two more segments coming up, a five minute spot and then that 30 minute long form show that we're working with them. That'll probably get filmed in the next two to three weeks and then air mid May. And then we're also working with our influencers and the next time we meet, hopefully we can make a decision on how we want to handle the direct mail postcard.



Speaker 2 - 09:49

I have a quick question.



Speaker 3 - 09:50

Sure.



Speaker 2 - 09:51

Are you repurposing that interview that May Orion did?



Speaker 3 - 09:56

We did. We put it in our newsletter, this, that just went out last Friday. We put it all over socials. We're giving it to the cities to share. So hopefully we get. Yeah, hopefully it gets some good traction. This is just an overview of where we took every bus bench, placement they had available to us that were in our target area. So this is just the mock of what it's going to look like if it's on a bench, on the back of the bench there. And then these are all of the things that this, we maximize. Whatever they had 11 locations. We took them all.



Speaker 2 - 10:35

Okay, and what's the reach here cumulatively?



Speaker 3 - 10:40

We'll have to get that. Yeah, they didn't drop yet, but they'll send that to Amy.



Speaker 2 - 10:46

Okay.



Speaker 3 - 10:47

And I, I can report on that?



Speaker 2 - 10:49

Yes, please, I will.



Speaker 3 - 10:51

Haley, please make a note. This is the 30 locations where the digital billboards print, display. So they rotate. We've given them two and they pop them out. They're running April 6th through May 3rd. It's 30 rotating locations. And for this we do know the estimated impressions is 1.25 million.



Speaker 2 - 11:17

Great.



Speaker 3 - 11:21

The libraries, we finally made headway. So we're going to be in all 37 Broward County Library branches. And then we also individually reach out. Some states have their own Parkland Community Library, the Richard C. Sullivan Library in Welton Manors, the Helen B. Hoffman Plantation Library. And then there is another one, Oakland Park. So we're putting posters. We're obviously tailoring our content so in the minute it takes you to find that new release, we generated £20,000 of waste. The pledge QR code is right there. And then we're educating people on what goes in, recycling and what doesn't. So we're trying to use the real estate as possible.



Speaker 2 - 12:02


Yeah, I really like that question. Is it possible for us to put that in the city halls of the member cities?




Speaker 3 - 12:09

I'm so glad you asked that, Commissioner. We're Going to give you an update on Wednesday. On Thursday of this


week at 9am we'll be having our quarterly PIO meeting in Plantation and we're shipping out a new toolkit and it has exactly this in it. So I will show that in just a moment.

 Speaker 2 - 12:27


Okay.

 Speaker 3 - 12:28


We're moving right along with our influencers. We have nine confirmed out of our list. Amy has been following up. All of them are being asked to do one post, one story and or a reel with a collaboration attached to it for solid waste. It's a cross platform reach across multiple target audiences and we'll go through that list in just a minute. It's an influencer style credibility through hyperlocal trusted content creators and it's very shareable. Everyone is very on board with this. It's really nice and refreshing to hear when, you know, when we do this outreach we're hit. We're, we're met a lot of very often with. I'm really passionate about this personally so I'm glad you're reaching out to me. It's, it's been really good.

 Speaker 3 - 13:18

So right now these are the influencers from our entire list that we have confirmed that have gotten back to us. Amy is a relentless follower upper so she will follow up till she gets a response. These are the ones she has reached out to. I think she's on her third round of follow ups and we're just trying to lock them in. So out of the 10,000 that we have set aside for influencers, we have 6,350 locked between these and we have this 30, 36, 50 on hold until we can cut it up between you guys.


 Speaker 6 - 13:53

Yeah.


 Speaker 2 - 13:53

Oh, you lost your thing suggestion. So I think it would be cool to think through if we have like a member who would not mind also being included as a collaborator. So for example, unlike the Jamaican one, then she might be able to add me as a collaborator. Right. Because that's the circle that I move in and I know Ashley desires. She's a Lottie Hill resident. Maybe she should add my commission page as. So maybe kind of think through if there is a member who wouldn't mind being added as a collaborator, whether they're a personal page or their official page. And then I now have to think through the Creole part now that we've lost vice mayor and Nancy. So let's kind of circle back on


that part. What do you think?

 Speaker 3 - 14:58


I love it. I think it's a fabulous idea and I think it's an easy ask. I think they're so Passionate about what we're doing here that I think they're almost down for kind of anything.

 Speaker 2 - 15:09


Yeah, like member Colburn, you know, might be great for like the Spanish language because she's Panamanian.

 Speaker 3 - 15:21


That's perfect.

 Speaker 2 - 15:22

Yeah, we can kink through this.

 Speaker 3 - 15:24

Great. We will add that to do the collaborating on a personal level with the members that match the audiences. I think that'll definitely help. So one of the biggest things that we accomplished at the end of March after the grand opening was our team headed out to the new recycling center and we filmed about three hours there and we have our first clip together. So this is again, people, you know, we know from our survey people are concerned that their stuff isn't actually making it to a recycling center. Like, I'm doing my part, but I think it's being just thrown in the trash. So this is the piece of the campaign that we're hoping to, you know, help dispel that. So here's video that we edited together that we are launching on Earth Day.

 Speaker 7 - 16:15

Recycling is real and we can all do more of it. When it comes to recycling, there's great news. You see, the items you place in your recycling cart actually can get recycled right here in Broward County. WM's brand new state of the art recycling facility can handle 275,000 tons of recycling each year. Now all you have to do is put waste in its place by recycling. Right. The Florida Panthers are recycling. Right. So can you. Let's do it together. Visit [browardrecycles.org](http://browardrecycles.org) to see what you can do to help us and recycle. Right.



Speaker 2 - 16:57

Oh, that's nice.



Speaker 3 - 16:59

And then we also filmed. I mean, we just have so much content with the Panthers there that we're going to cut up that don't have tri. And it's just the Panthers saying like, you know, winning, right means recycling. Right. All these kind of one liners that we can use across multiple platforms and share with everyone. So that was very successful. Yes, I know we have that in our sites to expand hopefully next year after we get to. Yes. So our trusted voices, I do want to show you this. This is the video we filmed in West End, but we have Lauder Hill, Southwest Ranches, Daisy Beach, Coconut Creek and Weston are all live. I just got Hollywood's trusted voice today, so we'll be filming that.



Speaker 3 - 17:52

And of course we're gonna talk to the PIOs about continuing to feed us their trusted voice for their community. These are two great. We just launched the paid component of this about a week ago. We've already reached almost 19,000 people with it. Just these videos alone have driven almost a thousand clicks. We're only paying 53 cents a click, and it helped us gain 33 followers on Instagram. Just these few videos alone. So I'll play Weston's for you.




Speaker 4 - 18:25

In Weston, we care about our future. It's time we protect that future by recycling. Right. And creating less waste in our daily lives. I'm Margarita Larchitegui, and I'm asking you to speak up. Calling our commissioners to support the work the Solid Waste Authority is doing. Let's lead the way and put waste in its place.




Speaker 2 - 18:50


Love that. Yeah.

 Speaker 3 - 18:52


And she recorded in Spanish for us too.

 Speaker 2 - 18:54


Oh, good.

 Speaker 3 - 18:57


Yeah. She also did it as just a resident of Broward county, so in case we don't get for every city, we can use her in Spanish and English to cover some of the areas that we need a trusted voice for. So here we are. The pledge page is live on browardrefrankles.org it's right on the homepage. Also have it on browardswa.org if you remember, this just launched probably four weeks ago. We already have 365 pledges and we have a 12% conversion rate. What that means is the amount of traffic we're driving to the page. 12% Of people who hit that page are actually taking it. In the world of marketing, 12% is a very good number. So we're pretty happy with that and we hope to increase it as we turn on more, you know, as more of these ad placements hit.

 Speaker 3 - 19:58

Top three cities right now. Sunrise, Hollywood implantation.

 Speaker 2 - 20:03

Question. Is it possible for us to.

 Speaker 1 - 20:10

Provide.



Speaker 2 - 20:10

Like the similar script to each of the members and see if they can record their own and put it on their social?



Speaker 3 - 20:20

Like, take the pledge?



Speaker 2 - 20:22

Yeah, like the same. The same copy that we use for the trusted voices.



Speaker 3 - 20:28

Yes. Each of them is a little different because it's tailored for their city. I think we can just. Yes, I think we can do that. I think that would be really easy and a nice way to do. Add value.



Speaker 2 - 20:41

Yeah. And then. And then they can post it, you know, on their social. What do you think? Member bike cruise? Do you think that's something that our colleagues would be open to doing?



Speaker 8 - 20:51

Yeah, I think so. I think it's a great idea. I think any. It's another connection that we can make, you know, to their constituents, their supporters. That. Yeah, I mean, I don't know is that everybody would do it, but I think most would. And I think it would be. It's another great way to reach out.



Speaker 2 - 21:11

Yeah. I mean, even if we. We do like, even if it's just to start the executive committee. Right. And I think that would be a good thing.



Speaker 3 - 21:25

I can add it to my calls to actions for our update in Friday's meeting, if you'd like.



Speaker 2 - 21:32

Yeah. And then just give them the. Give them the content and then they can post it and add, you know, add the authority as a collaborator.



Speaker 8 - 21:46

So how would we. What would be kind of the mechanics of that? Would they do it on their own and then post it on their own, or would it. We want to centralize this somehow and make sure the content comes across the way we want it to. You know, I just.



Speaker 2 - 22:00

Well, that. That you got there. Not everybody is social media savvy. I'll let that be your call, Lori.



Speaker 3 - 22:08

Yeah, we've done this before. We will provide some guidelines for it and maybe they can just send us their video so we can check it, dot the I's, cross the T's. And if it's not up to speed, we can. Or we want something, maybe a slight variation, we can ask them to rerecord. I don't anticipate a problem. We'll give them a light script to follow, but we'll want to make each one a little different.



Speaker 2 - 22:35

Yeah, yeah.



Speaker 3 - 22:37

So a little control might not be a bad thing.



Speaker 2 - 22:41

Yeah. Okay.



Speaker 3 - 22:43

So.



Speaker 7 - 22:45

People on there.



Speaker 8 - 22:46

So, you know.



Speaker 3 - 22:46

Yes, we have our April toolkit coming out.



Speaker 2 - 22:51

That.



Speaker 3 - 22:51

That's I think what you're asking about before Commissioner Dunn. So on Thursday we'll demo this with the PIOs. But again, we're following the similar look and feel that we're in for this quarter right now. So in this one, we have. In the minute it takes you to send that text, we generate £20,000, put lease in its place back has the code and your do and don't recycles. So in this toolkit, they're getting a lot. They're getting social media videos and copy. They're getting a newsletter insert, which I'll show you on the next slide flyer poster. Rock our TV screen for their lobbies. Some of them have their own TV channel, so they'll get something for that. And now we're giving them a landing page.



Speaker 3 - 23:36

So hopefully governing board is, you know, if we get there Friday, it's a great time to push that out where we're driving. Just more back traffic to the authority.



Speaker 2 - 23:48

Yeah. And you're going to add the video script that.




Speaker 3 - 23:54

That's for the commissioners. Right.




Speaker 2 - 23:58


Yep.

 Speaker 3 - 23:59


Yes. Okay, so for this month, I'll show you one of the social videos we have for the cities to share. But for their newsletters, we did a recycling word search for people to complete. So this is for all the cities that have printed newsletters going out. A lot of them do around June 1st for hurricane season. So hopefully we can get a page in there and it's something to make them stop. Do the word search. Take the pledge. I will play this social media video for you now. That will be in the toolkit.

 Speaker 2 - 24:39


The trash in Broward County. That's like throwing away a small car every minute, all day long. It's time to put waste in its place. Take the [pledge@browardrecycles.org](mailto:pledge@browardrecycles.org) so this is.

 Speaker 3 - 24:54


Very in line with something that they might see on streaming.

 Speaker 2 - 25:00


Just let me put my head.

 Speaker 3 - 25:03


This is something that they might. So we're just reinforcing the messaging through all of the outlets and channels that we can. We can. Now do you guys have any questions about the campaign and where we're at?

 Speaker 2 - 25:20


Okay, that's good.

 Speaker 8 - 25:22


Great to see so much going on and there's so many different places and so many different channels and I think that's the key. Yeah, I love that.

 Speaker 3 - 25:32


Awesome. Yeah, it's been a lot of fun doing this work. The team's really enjoying it. It's very creative. It's so bright. It's for a good, like we're all mission driven in that way. So it's been really good to work on. Really fun. I'm going to turn it over to my colleague Haley. She's going to take you through the report.

 Speaker 4 - 25:57


Hi, everybody.

 Speaker 2 - 26:00


Hey, Amy.

 Speaker 3 - 26:02


Haley.

 Speaker 2 - 26:03


Haley. Sorry.

 Speaker 3 - 26:05


They sound the same.

 Speaker 4 - 26:08


All right, so yes, everything Lori said, super exciting. Especially that our ads were just turned on and our reach is already pretty high. The what I want to go through right now is our reporting January to March. A lot of this is our earned and our organic efforts for now, so we can expect an even bigger jump moving forward. But our total reach for Q2 was 2.9 million. The large majority of that came from earned media pieces. Our reach across social, a little bit over 19,000. We drove 3,546 people to the website and of those, when were looking at the sessions, it was about double. So it's great that people are going and they're going multiple times or we're going to multiple pages. Our community outreach number was huge this quarter, over 20,000. So shout out to Elisa and her.

 Speaker 3 - 27:03


Team and her volunteers.

 Speaker 4 - 27:04

They are all over the county working hard to spread the word about recycling. Right. We had 1093 email opens and our ave for the earned media was 53,103.

 Speaker 2 - 27:20

So could you just explain what earned media and ave is for those who are not marketing? Yeah.

 Speaker 3 - 27:27

Yes, I definitely can.



Speaker 4 - 27:29

So our earned media is things that we didn't pay for. So it's Amy's work, All of our work with our media partners to get placements, whether it be tv, a print piece, and the authority didn't pay a dime for it. The 53,000 is what those placements were worth if were to pay for it. So our social snapshot, as I said, our reach was 19,000. We had 797 engagements, 365 of those were people taking the pledge. And then we had 8,630 video views.



Speaker 8 - 28:14

As far as the pledge is concerned, is there any sort of a goal or is there, you know, is it what's is. I'm just trying to understand what's good or bad for the pledge. We just kind of get. What's that?



Speaker 3 - 28:30

Everyone. We want everyone.



Speaker 8 - 28:32

That's the goal. I love it.



Speaker 3 - 28:33

That's our goal.




Speaker 4 - 28:37

The goal is more.




Speaker 3 - 28:38


More and more.

 Speaker 8 - 28:39


Okay, good.

 Speaker 2 - 28:40


I think a realistic goal to start like a really cool benchmark would be like you know, 15 or 1500 or 2500 as a phase one type get to. Yes, benchmarks. I actually, since you asked member Bright Cruise, I had a question about the follow up action from the pledge. Right. So could you walk us through again what that process map is once they take the pledge? What happens.

 Speaker 3 - 29:08


Once they take the pledge? Our team downloads the roster because it's all housed in the back end of the website. And now we are sending to the commissioners. This is how many people in your city have taken the pledge to recycle. Right. And support the work the authority is doing so that we are managing that system.

 Speaker 2 - 29:31


Okay. And when you've done that with the 300 and odd who's already submitted, what kind of traction are you getting? What kind of respons are you getting?

 Speaker 3 - 29:39


This is. Tomorrow is the first time we're doing it.

 Speaker 2 - 29:43


Oh, okay.

 Speaker 3 - 29:44


Because it's one month worth of data.

 Speaker 2 - 29:47


Got it. Okay.

 Speaker 3 - 29:49


So we will report back, but at least they're getting an email from me or my team verse with, you know, Sam copied, Elisa copied. Which is what they're used to as opposed to it coming from a potential spam situation through a website. That's what we wanted to get away From. Okay, wheelie, back over to you for community events. All right, so a lot on this.

 Speaker 4 - 30:20


Slide, but because we're doing a lot. So we have attended or the authority has attended events in Lighthouse Point, Southwest Ranches, Sunrise, and Fort Lauderdale. And there's more coming up North, Lauderdale, Margate, Sunrise, Southwest Ranches, and Wilton Manors. There's also been a variety of community partnerships and events that the authority has had a table at throughout the county. And then, of course, we have our pending list of cities that we're still working with to secure a timed table at one of their upcoming events. And that's another thing that we'll be Talking to the PIOs about at this week's meeting.

 Speaker 2 - 30:58


So is it that these cities have not submitted the event yet or is it that, like, what. What's the. What's the breakdown?

 Speaker 4 - 31:10


It's a mix. A mix of Amy still coordinating with some of these cities and then the ones that had stars next to them. Unfortunately, they were booked, but something came up, so we had to reschedule with them.

 Speaker 2 - 31:24


Okay, got it. So for a lot of you, what.

 Speaker 8 - 31:26


What did we not do?

 Speaker 2 - 31:27


Haley?

 Speaker 1 - 31:28


Did you.

 Speaker 3 - 31:28

Oh, nothing. No, no, we gave it.


 Speaker 2 - 31:32

You're just trying to work through the details.


 Speaker 3 - 31:33

Yeah, they're trying to find the right. I think the cities are trying to find the right fit, too. You know, what's the right fit? Where we're not. We don't necessarily want a green event. You know, we want something that's maybe cultural


in nature or going to reach the general population or families. You know, if there's a touch of truck or something like that where we can. That might not be so educated on the work we need to get done.

 Speaker 2 - 32:01


I wish I would have thought about that. Last Saturday. I had 400 people at a 5k that I was hosting. But. Okay.

 Speaker 3 - 32:11


Yes. So the goal is to get through to at least one in every city by, you know, June 30th.

 Speaker 4 - 32:25


Okay,.

 Speaker 8 - 32:28


So that's our. That's the time frame is through. June 30th is when we're trying to schedule the events. I mean, it makes sense.

 Speaker 3 - 32:36


Yeah. We're trying to align it with getting to. Yes. As much as possible, you know.

 Speaker 8 - 32:40


Right.

 Speaker 3 - 32:43


And you know, it's all volunteer based. So it's. We have to have volunteer. They have to sign up to table. And a lot of cities, unfortunately, they have like, we'll get a request. For example, Weston came to us and was like, we'd love to have you at this, but we already had another event booked that Day. So sometimes it's competing times.

 Speaker 8 - 33:14


So we've only got so many weekends between now and then. I mean, is there what's kind of the element that.

 Speaker 7 - 33:24


Is missing?

 Speaker 8 - 33:25


But we can't double up on a weekend or on a day.

 Speaker 1 - 33:27


Lack of volunteers, is it volunteers?

 Speaker 8 - 33:30

Okay.

 Speaker 1 - 33:36

It's a commitment.

 Speaker 8 - 33:38

Yeah. I'm wondering are we tapping into the municipalities? I mean like we've got, we got, we have a scholarship program in town, so we've got kids all over town that need hours and volunteer for everything. But it's only has to be in the ranches. Right. So it can't be outside. But I'm wondering if, you know, other communities probably have something similar where they have their events and they have their own kind of bevy of volunteers that they normally.



Speaker 1 - 34:06

Contact when you need an adult there, you know, you need some kind of supervision. And that's where we've got.



Speaker 8 - 34:15

Oh, I gotcha. I gotcha. Okay.



Speaker 3 - 34:19

We also did not extensive, but all the volunteers that are signed up for us have been trained at this point. They've been trained. They know the talk points they have, they know what we, what the calls to actions are. So there's a little bit involved in it, you know.



Speaker 8 - 34:40

Okay.



Speaker 3 - 34:41

Yeah. And we do have our student volunteers. I think, I think a lot of these will get placed in the next 30 days.



Speaker 5 - 34:57

Okay, good.



Speaker 2 - 34:58

Yeah. Okay.



Speaker 3 - 35:04

Show us web, Haley. Sure.



Speaker 4 - 35:08

So if you remember, last time we looked at our web reporting, we saw a nice jump from quarter over quarter and I'm very pleased to say we have that jump again. So all of these things that we've been working on, all of the organic posts, the email, now all these paid pieces, all of it's driving to the web. So we're going to continue to see that increase in the sessions, the users, the overall web traffic. And our top five pages for this quarter was upcoming meetings, master plan, past meetings, and then thrilled to see it. Sign the pledge and browse in the top five.



Speaker 8 - 35:48

Hopefully you see that sign the pledge jump up.



Speaker 3 - 35:52

Yes.



Speaker 4 - 35:53

Yep. Keep it moving up.



Speaker 2 - 35:55

All right.



Speaker 4 - 35:56

So quickly. Just wanted to go through our fiscal year to date. Our total reach is a little bit over 4 million. Again, that Ave. So what all the earned media was worth if weren't paying for it, 211,000. Our reach on social, a little bit over 46,000. Our web visits a little bit over 6,000. Community outreach, 22,000 people at all these different community events. And Our email opens 1700. And then finally Just a wonderful last piece. To close with, over 60% of the member cities and the county are sharing the authority messaging. Whether they're sharing an authority post or they're taking the toolkit info and they're posting it themselves. And then were so thrilled the county included the pledge in two of their countywide email blasts and on their social media.



Speaker 3 - 37:02

Thank you, Haley. Okay, that concludes our updates for items four and five.



Speaker 2 - 37:08

All right, fantastic. Thank you. Any update on Broward County Public School? Oh, Pledge Active Live. We talked about all of that stuff. Did you? Did we talk about the PIO meeting?



Speaker 3 - 37:24

Yes. The PIO meeting will be Thursday at 9am in Plantation at Volunteer Park.



Speaker 2 - 37:32

Member Bright Cruise. Are you able to go to that?




Speaker 8 - 37:35

No, unfortunately, I'm flying out of the country early tomorrow morning, so I'm going to be gone.




Speaker 2 - 37:42


As will I. Okay. So Broward County Public School Partnership.

 Speaker 3 - 37:47


I will note member Horland is going to make an opening remark because it's her member city. Give a welcome, Broward County Public School. So, unfortunately, the \$45,000 check that was sent to them for curriculum got lost in the mail. Elisa worked very quickly this the over the past few days and hand delivered it yesterday. Right, Elisa, new check?

 Speaker 1 - 38:19


No, I went to Boca and picked up a new reissue check yesterday. I got Sam's signature this morning. After this meeting, I'm going to find my client and get his, and then I'm hand delivering it downtown Fort Lauderdale.

 Speaker 4 - 38:32


Okay.

 Speaker 1 - 38:32

So they will have it today.

 Speaker 3 - 38:34

So Susan and I have been staying in contact. I think were hoping it would just get through their systems and arrive somehow. They provided where they wanted it mailed. All the l's were dotted, t's were crossed. We have to assume it was lost in the mail. So we'll get that rectified. But as it stands now, you know, without the money in hands, they are delayed in rolling out the curriculum piece. They'd still like to announce it on Earth Day. In a joint partnership with the authority. My team gave them the assist. We drafted a meteor lease. That's in their hands. There are three of their schools are already really leading the charge with recycling, and they'd like to recognize them. One is South Plantation, one is Beachside in Hollywood, and one is the Coral Springs Middle School.

 Speaker 3 - 39:25

So I have a note into Susan Cantrick to ask her if those are the schools that they are wanting to recognize at this

point. So I'm waiting for her to confirm those were the three that they were thinking of doing the last time she gave me that info. So the plan is to roll the curriculum out school wide this year softly, and then really hit it when they all come back in August.



Speaker 5 - 39:58

Lori, at least it should have that check delivered or you have. Do you think you'll have it today, Elisa? To them?



Speaker 1 - 40:05

Yeah, that's why I said I'm tracking down Mike Ryan after this to get his signature, and then I'm hand delivering it down to Fort Lauderdale.



Speaker 8 - 40:16

Today. Thank you.



Speaker 2 - 40:20

All right, great. Thank you. The budget, just to put a note,.




Speaker 3 - 40:28

We can't discuss it now because we don't have voting here, but we will be talking just about where we're at with our budget for education and outreach and perhaps maybe your decision to reallocate some of the funding for certain items. That will not happen this year, but we do have monies allocated more, so perhaps we want to put them into buckets. That will serve the work we're doing now. And I think our next meeting is May 13th. Hoping we can talk in person.




Speaker 2 - 41:08


May 13th?

 Speaker 3 - 41:09


Yeah.

 Speaker 2 - 41:10


All right, well, so we'll move that. We'll move that item to the next meeting then.

 Speaker 3 - 41:15


I think so. That would be great. Thank you.

 Speaker 2 - 41:18

Mm. So older new business. I actually want to. Oh, my gosh. I had it in my head, and then I went away. Remember Bright Cruise?

 Speaker 8 - 41:33

Yeah, sure. I'm a little bit of a sensitive subject, but I think. I think. I think maybe we need to do a recommendation to the general board or the executive committee to bring someone else on the education board. Yeah, just so.

 Speaker 2 - 41:54

Yeah, yeah, yeah. So, Sam, could you add that to the agenda for Friday's meeting? Thank you. I do remember what my question was. So I know you drafted some talking points and frequently asked questions for those of us who will be making phone calls to. To the various cities and elected colleagues that we have relationships with. Have you seen that member, Mariah Cruz? Have you seen that document?



Speaker 8 - 42:34

I don't think so.



Speaker 2 - 42:35

All right. Yeah, could we. If you can pull it up real quick and share that. Lori, go ahead. Hi. Yeah, I just wanted to remind you that the executive committee is not meeting on Friday. It's only the governing board. Okay, so then we should. That then becomes a. So in that meeting, our. Oh, my God. I don't even want to talk about it.



Speaker 5 - 43:00

But, yeah, we're going to. Also. We're going to push that. The. That meeting. Anything that has to do with. With the vice mayor, we're going to. Vice Mayor Nancy, we're going to push that to the next meeting. We're not going to discuss anything as far as replacing her. Or anything at that time.



Speaker 2 - 43:18

Okay, good, good.



Speaker 5 - 43:21

All right, Good.




Speaker 8 - 43:22

That's fine.




Speaker 2 - 43:22


Thank you, Sam.

 Speaker 5 - 43:23


Yes.

 Speaker 2 - 43:24


Yep.

 Speaker 5 - 43:25


Thank you.

 Speaker 2 - 43:29


Yeah. So you're going to share? You're going to share? I. There's another hand up. I see two.

 Speaker 3 - 43:37


So I provided it to you with Sam and Daniel's permission because you needed it urgently. Sam has it now in his court. So this is the one pager, Sam, that has the narrative for the governing board members that might be calling electives in other cities. And then we also drafted. Daniel and I worked together on it, drafting an faq, so trying to pinpoint what a commissioner might ask another commissioner. So that's what the second one is. Member done. And then please keep me posted. You know, if you do your calls with another colleagues in other cities and they ask a question that's not on there, send it my way and we'll add it.

 Speaker 2 - 44:26


Member Bright Cruise. You've done a couple of these already, conversations. Right. So I think it'd be important for you to take a look at it, see if there's anything that we. That you've. You've heard that was not included.

 Speaker 5 - 44:41


Okay.

 Speaker 8 - 44:41


Yeah, I'd be happy to do that. Look for that Now, I have. I've kind of held off on any additional visits and maybe, Sam, this is for you, because my understanding is that at a higher level, we're coming up with a strategy to understand which municipalities we need to focus on, come up with who should be. Who are their best trusted voices to bring there, and what particular issues those municipalities have that we would want to address so we can really target our message to the specific municipality that needs to hear that message. And, you know, I think scs, I think Daniel was working on that, but I have not. I have not really heard a progress report on that, how close we are, whether that's ready to go or, you know, should I be holding off?

 Speaker 8 - 45:41


You know, should each of the members be holding off? I kind of felt like the last meeting I was at, I got a little bit of a feeling like we're really putting together targeted messages and we'd rather deliver those targeted messages than. Than just generally show up and, you know, speak about the benefits. So. Right. I don't know if you got any thoughts on that.

 Speaker 5 - 46:01


We do.

 Speaker 8 - 46:02


I do.

 Speaker 5 - 46:02


We have a presentation that we have kind of a standard presentation for, you know, for the workshop presentation that we're giving out. I'm going to discuss that a little bit on. On Friday, just about what our schedule is for workshops and any commission meetings that we have scheduled to date so that we can then send. Send out the schedule to all the members and kind of, you know, if you have, you know, good friends one commission or, you know, that you really think that you want to go to that meeting and just kind of be at the meeting that we're not really looking for, you know, for people to speak on behalf necessarily not. Doesn't mean that you can't get up and. And say things, but really more just. Just for support, you know, so. And, and I will be speaking,.

 Speaker 8 - 46:51


Speaking.

 Speaker 5 - 46:51


On that at the Friday meeting.

 Speaker 2 - 46:54


Well, we're not going to be there on Friday, Sam, so if you can kind of speak on it now, please, for us, that would be really helpful, if you don't mind.

 Speaker 8 - 47:01

So.

 Speaker 5 - 47:03

Well, the Friday meeting is. I know that you won't be there, you said.

 Speaker 8 - 47:07

And I won't either. Yeah, they're going to be.



Speaker 5 - 47:11

Yeah, well, I don't have the. I don't have the schedule right now. So that's basically it. I've got it. I'm gonna present the schedule that I have. So I don't have the schedule in front of me. I'm going to present the schedule of the workshops, the current workshops we have in progress, and the current agendas, commission agendas, where the. Where we're going to be approving the facilities amendment to the commission. And I'll send that out to all of the governing board and executive board members. And I'm really trying to find out if we want to send that to the executive board or the, you know, only. Or the governing and executive board.



Speaker 8 - 47:48

So.



Speaker 5 - 47:49

But both of you will be getting that. That no matter what. So just expect something, you know, on Friday, I'll be sending something out on that. So just.



Speaker 8 - 48:00

That sounds great. Just from my two cents, I think we need to send that out to everybody. Okay. You know, we need to open up as much communication with the governing board members as we possibly can.




Speaker 5 - 48:11

Okay.




Speaker 2 - 48:12


And kind of what I'm doing too, Sam, and member Bright Cruise is those. So, for example, with Lauderdale Lakes, in advance of you going to their workshop after the governing board approves us, kind of going to commission with the plan, I'm going to be actually calling members of that commission in advance of the workshop just to kind of have a conversation and kind of warm it up for you, Sam.

 Speaker 5 - 48:41


Okay, great.

 Speaker 2 - 48:42


And then, you know, so maybe remember, Bright Cruise, you can think through, because there are folks that we have personal relationships with. Right. That we can kind of prime the pump before the presentation and at least get a sense of where people stand and what the concerns are. So that when you do speak, Sam, you'll be able to speak specifically to those pain points.

 Speaker 5 - 49:04


Correct. I mean, that's what, you know, a lot of people, a lot of them are targeting just on the, you know, the dollar amounts that's going to cost the. The cities per the resident, basically compared to what they were paying before. A lot of it is focused on that, but some cities aren't really focusing on that as much. They're focusing on just the. The overall, you know, what it's going to do for them in the long run. So. Yeah, Lazy said. Each city is different, so we just really need to target each city.

 Speaker 2 - 49:34


Okay.

 Speaker 5 - 49:36


And it really helps to have your friends there that are. That are supporting you and from fellow commissioners that are there that. That supporting you that so many other commissioners know as well. That's always a good thing to see. There's. They have support, not just. It's not just the people on their commission, but they have, you know, that there's neighboring cities that are. That are supporting this whole process.

 Speaker 2 - 50:00


Okay, got it. All right, well, if there's any other new or old business that we got to talk through.

 Speaker 1 - 50:10


Commissioner Dunn, there is a. Looks like a hand up. It's a member of the public. I don't know if you want to address any.

 Speaker 2 - 50:18


Yeah. We have a couple of minutes before we adjourn.

 Speaker 1 - 50:22


Stephanie Joffe, you had your hand up.

 Speaker 2 - 50:27


Are you there?

 Speaker 1 - 50:33

Okay. I guess not.

 Speaker 2 - 50:35

Okay. All right, well, seeing no other business, meetings adjourned.

 Speaker 5 - 50:44

Okay, thank you.



Speaker 2 - 50:46

All right, thank you, everyone. Safe travel. Alrighty. Bye bye, everyone. Bye bye.